

## CLAIMS:

1. A display device which includes a driver circuit (1) and a display (2) with a plurality of rows R and columns C, where a number p indicates the number of simultaneously driven rows, where the rows R and the columns C can be driven by means of voltage values of the equally high voltages F and  $G_{MAX}$ , and where the display has a multiplexibility of  $m \geq$
- 5 R and the number p of simultaneously driven rows can be selected in dependence on the display size to be driven, whereas the driver circuit (1) includes voltage driver stages (buffers) that can be switched off in dependence on the optimal number p to be simultaneously driven, which is derived from the display size.
- 10 2. A display device as claimed in claim 1, characterized in that the optimum number p of rows to be simultaneously driven is derived from the display size to be driven during a partial display mode or from a sub-region of the display.
- 15 3. A display device as claimed in claim 1, characterized in that a sequence for the supply of the image data to be displayed from a memory (9) is the same for all values p.
4. A display device as claimed in claim 1, characterized in that the simultaneously driven rows p can be subdivided into  $p_{max}/p$  sub-regions for an optimum value p that is smaller than the maximum value  $p_{max}$ .
- 20 5. A driver circuit which includes a plurality of voltage driver stages for generating a plurality of partial voltage values in order to drive a display with rows R and columns C, where voltage driver stages can be selected and switched off in dependence on the display size and on an optimum number p of simultaneously driven rows that is
- 25 dependent thereon.